December 1938

UEF news

UNDERWOOD ELLIOTT FISHER COMPANY

ONE PARK AVENUE

NEW YORK

PHILIP D WAGONER
PRESIDENT

Christmas, 1938.

To Each Member of the
Underwood Elliott Fisher
O r g a n i z a t i o n
throughout the World.

As another year draws to its close, I wish to acknowledge with grateful appreciation the important contribution of each member of our world-wide organization to the results achieved and to the progress made by Underwood Elliott Fisher Company during 1938.

Your loyal cooperation has helped to bring our UEF Ship surely and safely into the Home Port after completing another year's cruise. I am proud to be the Captain of a ship with such able mates and crew, and I salute each one of you!

With clearer skies ahead and the bright sun of opportunity rising over the horizon of the New Year, let us resolve to put our utmost effort into making 1939 the greatest year we have known for a long time.

At this happy season, it is a pleasure to send my greetings to all members of our Underwood Elliott Fisher organization, and to wish them and those near and dear to them a very merry, old-fashioned Christmas and a happy New Year.

Faithfully yours,

P. D. Wagoner

P.D.Wagoner
g/k

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VOLUME 6 NUMBER 5

DECEMBER. 1938

Andrew Cerruti, *Editor*

Family Magazine of
Underwood Elliott Fisher Company

Published monthly at
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Christmas Week

CHRISTMAS WEEK is that connecting link between Christmas and New Year's, and it is the period when some people think about the past year and think about the coming year. Many people sit and think, and many more just sit.

There is much written and said today about that word "think", and I am reminded of the line in the old negro spiritual which runs something like this: "Heaven, Heaven, everybody's talkin' 'bout Heaven; but everybody ain't goin' there."

If something has occurred during the past year—be it good or bad—which has caused us to really think, we are now able to face the coming year a better man than we were a year ago. After all, experience is the greatest educator, and experience often causes us to change our minds about things.

1939 is going to be a salesman's year, as every other year has been. Salesmanship is and will be a wonderful thing. But there are several different varieties of salesmanship. So-called "high-pressure" salesmanship has made a very poor record for itself. There is another kind which deserves a better name. Suppose we call it "thinkership". The salesman who has this kind realizes that it is much more important to make a customer than it is to make a sale.

I used to be a great believer in "inspirational" salesmanship. But now I believe more in "perspirational" salesmanship.

The sales figures for the past year and past years indicate that about 30% of the salesmen made about 70% of the sales. There must be a reason! Sit down and think it over, and *don't just sit!*

M. S. EYLAR

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President Wagoner's **REWARD OF MERIT** *Contest Ends* **ON DECEMBER 31st...**

PRESIDENT Wagoner's Reward of Merit Contest rapidly is advancing to a brilliant finish. Every All Star Club aspirant, Branch Manager, Salesman and Sales Agent is doing his utmost to earn his Reward of Merit. December 31st is the deadline . . . make the most of every day's opportunities. Now is the time to call the attention of prospect and customer alike to the advantages of trading in obsolete equipment. Strengthen your sales talk with a demonstration. Every business man is interested in saving time and money and you can prove to him that UEF products can speed his correspondence, simplify his adding-figuring work and assure him of prompt, accurate and economical record-keeping.

Don't overlook the possibilities of a well-planned trade-in campaign. Make a survey of your territory and every customer and prospect in it. Trade-in every obsolete typewriter, adding machine and accounting machine for new, modern, dependable UEF products. The time to do it is now because it presents an added opportunity of making you a winner in President Wagoner's Reward of Merit Contest.

FIELD FLASHES

ATLANTIC

Albany

The following letter, which was received from one of our old patrons in Oneonta, New York, tells its own story:

Mr. Thomas J. McMahon,
Albany, N. Y.

My Dear Tom:

Just a few lines as I have not seen you for some time; was just checking up on some matters, when my attention was called to the fact that over thirty years ago, I purchased No. 5 Underwood, 179089, which has been in constant use ever since, and still is going strong.

I have my doubts that many machines can or will equal this record, and the further fact that it has never left my desk during all of this time for repairs.
I do wish to emphasize the fact, that so often, complaints are entered as to be on account of the mechanical defects of a machine, when, as a matter of fact, the sole contributory cause of the defect, is found to be the inefficiency of the operator.

With best personal regards, I am

Truly yours,

Geo. Wohlleben

Our thanks to Attorney Wohlleben for this unsolicited bit of praise.

—Associate Editor McMahon

Bridgeport

Edward P. Gillane, factory accountant, who has been a member of the Bridgeport Chapter of the National Association of Cost Accountants for a number of years, was elected president of the association at the annual meeting held recently.

Donald S. Sammis, Bridgeport Works Manager, was guest chairman of the evening.

—Associate Editor Dolan

Hartford

Hartford nominates as an interesting sale the Elliott Fisher model CAX63AE-7D7D sold by Alfred A. Seymour to R. Kolodney & Company, Inc., of Hartford.

The unusual feature of this sale is that the customer had not seen an Elliott Fisher machine even though located less than one mile from the Branch Office. The deciding factor was the superior proposal presented by Salesman Seymour over that of the competitor—and no other single factor entered into the sale.

The proposal which resulted in the sale consisted of Accounts Receivable, Accounts Payable and Payroll complete. It seems to us that this proves that the proposal is 75% of the sales effort and should be as near perfect as possible.

Our congratulations to Al Seymour.

—Associate Editor Minton

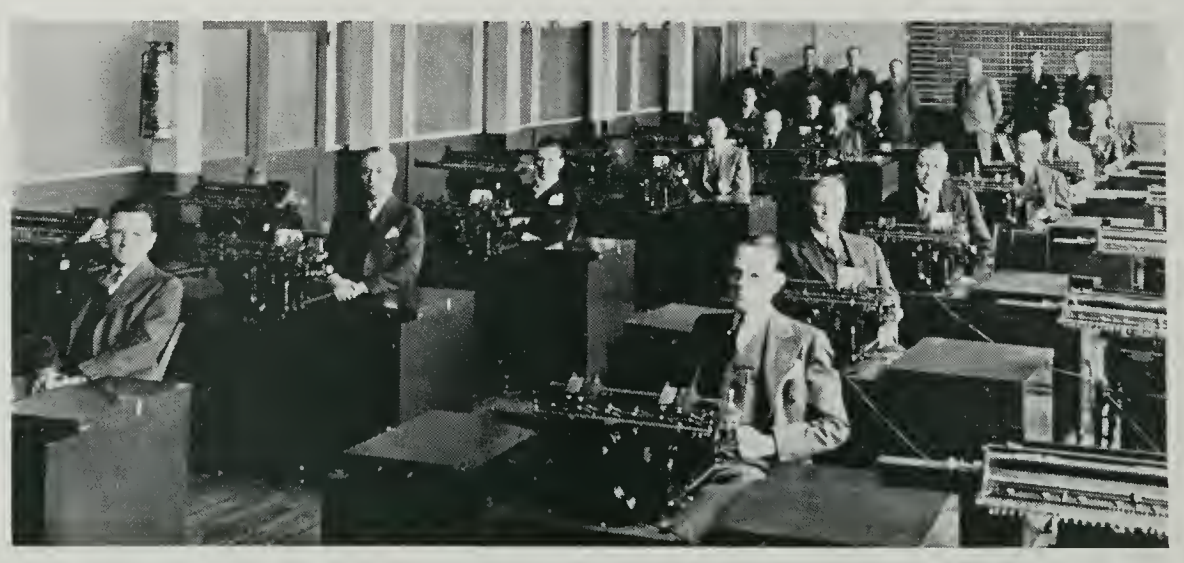
Our Norwich salesman, C. J. Hoefer, sold the Norwhich Free Academy at Norwich, Connecticut, 40 new Underwood Master Typewriters. The Norwich Free Academy has one of

the best commercial departments in the country and the fine showing of this department is due largely to the supervision of the principal, Mr. Cranston, who has been in charge for the past 25 years.

It is interesting to note that 2,171 students are enrolled in the entire school. Of this number 884 are commercial department students and 420 are part time commercial students.

We congratulate Salesman Hoefer and we hope that Mr. Cranston's students will enjoy using "The Typewriter of Tomorrow."

—Associate Editor Seymour



Hartford: The UEF Central Sales Training School Seventh Accounting Machine Class. This group included th post graduate class for Assistant Branch Managers in charge of accounting machines. The members include R. T. Hess, E. C. Clewell, E. A. Heberg, P. R. Zimmerman, Wm. Phillips, Jr., A. Craighead, H. D. Brown, R. C. McLaughlin, C. M. Callaghan, G. W. Forcade, E. C. Pixley, J. W. Malarcher, R. P. Rice, J. W. Wiley, J. V. Wroblewski, R. L. Olson. The group also shows K. C. Atwater, L. A. Wallinger, J. F. Barrett, W. F. Clark, Jr., A. E. Clough and O. E. Greil.

Hartford . . . The Music Clubs' Broadcast

The Musical Clubs of the Hartford Works recently broadcast over Station WTHT—Hartford Times—under the sponsorship of the Whelan Jewelry Company, in its series called "The Whelan Jewelry Company Salutes Hartford's Industries."

1 Anchors Aweigh.....Orchestra
2 Kerry Dance.....Choral Club
3 Your The Only Star
Trio & Orchestra
Wanda, Jean & Evelyn
4 Harmonica Specialty.....Earl Dicklow
5 Factory Announcement
Walter Nelson WTHT Announcer
6 The Snake Charmer.....Orchestra
7 Accordiane Specialty.....Zeno Trochi
8 Sympathy
Duet Orchestra by Mrs. Braun & Mr. Trombley
9 Old Refrain.....Choral Club
10 Old Lang Syne
Solo & Orchestra by Mrs Netten
11 Heigh Ho Off To Work We Go
Orchestra
12 Closing Announcement
Walter Nelson WTHT Announcer
C. Harvey Lidstedt (*Director*)
Theodore Pcqeun (*Accompanist*)

Assisted by the Girl's & Men's Clubs with the Musical Clubs of the Underwood Elliott Fisher Company.

The Broadcast

Sound effects — 1897 Typewriter

That, ladies and gentlemen, is the click-clack of the first typewriter model made by Underwood Typewriter Co. way back in 1897. In the interim since then the growth of Underwood Elliott Fisher is synonymous with the growth of the typewriter industry.

The present home of Underwood Elliot Fisher was established in Hartford in 1901, when the Underwood Typewriter Co. was brought here from Bayonne, N. J., after thirty-seven years of uninterrupted progress they have grown to their present proportions —8 acres of ground, 21 acres of floor space, which placed end to end would provide a boulevard nearly 50 feet wide and three and three-quarter miles long, or from the old State House in Hartford to the new Town Hall in the center of West Hartford. The works are lighted by over four thousand windows:— nearly five acres of glass. The company's largest plant is located in Hartford in many large connecting buildings on Capitol Avenue, and Woodbine and Riverside Sts., adjacent to Pope Park.

The original manufacturers of the Visible-Writing Typewriter, the "Underwood", Underwood Elliot Fisher for many years past have been the world's largest manufacturers of typewriters.

Included in the products of the company made here are Standard Typewriters, the well known "Master Models"; the Noiseless typewriters; the Portable machines, and the large and highly developed UEF Accounting machines. Over 750 varieties of keyboards are available, 60,000 type characters. Practically every know language can be served by Underwood.

Over thirteen million operations are performed daily on one million, three hundred thousand parts, checked by over two hundred thousand daily inspections. When working full schedule Underwood employs in the plants of its manufacturing divisions located in Hartford, Bridgeport, Harrisburg, Toronto and Burlington, over 9,000 people. Luncheons are served daily to over 2,000 persons. The Company maintains an organized fire department, and provides a fully equipped emergency hospital with a physician in constant attendance. An interesting program of athletics and entertainment; and opportunities for vocal and instrumental groups are provided by the various organizations sponsored by the company.

Contrast the 1897 Typewriter which you heard a few moments ago with the sound of the new 1938 Master Model in all its stream-lined glory.

Sound effects of 1938 Typewriter

About 200 couples attended the UEF Men's and Girls' Clubs dance on December 2nd. Miss Dorothy Wakelee and Edward G. Pitkin were co-chairmen of the committee in charge of the affair.

The Underwood Social Club has organized a Duckpin League of twelve teams to bowl for twenty-two weeks on their own alleys. At the end of the season the League will enjoy one of the famous UEF banquet and floor shows.

—Associate Editor Stowell

The Sales Educational Division was glad to get the following letter from Salesman Macpherson at Omaha.

"I thought that you would rather cheer now than wait for the sales sheets to come through. I closed the order for the 3 Class D Sundstrands today. Most of the credit can be given to my training under you boys in Hartford."

Providence

The town of East Greenwich, Connecticut, has a population of approximately 4,300. There are 24 business concerns in this town and they use a total of 23 adding machines summing up as follows: 15 Underwood Sundstrand machines, 1 competitor A, 1 competitor B, 1 competitor C, 4 competitor D, 1 competitor E.

Recapitulation gives Underwood Sundstrand a total of 65⅓% of the total of adding machines in the town.

Col. Quinn, our accounting and adding machine salesman in this territory, is responsible for this fine representation.

—Associate Editor Tyndall

Boston

Boston Serviceman, Joe Aucoin, recently had a bothersome tooth. The dentist said the tooth must come out. Aucoin was gassed—the tooth removed —and while paying his bill to the dentist's assistant, she remarked: "Tell us some more about this maintenance service. It sounded good."

Aucoin lost no time in bringing forth a contract and after a few minutes obtained the necessary signature on the dotted line. There is no doubt but that Aucoin is SOLD on maintenance as evidenced by the fact that he unconsciously gave a sales talk while under gas, and furthermore, it helped pay the bill.

The Boston organization recently formed the Boston Underwood Elliott Fisher Athletic and Social Club. Eleven bowling teams were formed—Sales and Service — and weekly matches held. The five salesmen attaining the highest averages are to roll the five servicemen attaining the highest average, in the very near future. Manager Prentice is one of the first five of the sales organization.

—Associate Editor Schopperly

NEW YORK

Thanks to the Newburgh News

A recent issue of the Newburgh News "Folks you Know" featured George Whitaker as Newburgh's No. 1 key man. Mr. Whitaker was extolled as "one of Newburgh's busiest, best known and most popular citizens."

The article related that Mr. Whitaker has been engaged in selling and repairing typewriters for the past eighteen years and that he is known in almost every office in the Mid-Hudson Valley.

—Associate Editor Crouch

New York

We nominate as the most interesting sale of the month the sale of 2 Sundstrand Class D Machines to the State of New York by Martin J. Carroll. The machines are to be used in connection with the state insurance fund.

H. Roy Coronway has returned to the office after a stay of six weeks in the Kingsbridge Hospital where he underwent a major operation.

We're glad to have you back, Roy.

Another class of Accounting students from New York University visited our Demonstration Floor at One Park Avenue recently. Every member seemed to enjoy the two hour lesson in "speeding the world's business."

R. E. Harris was married to Miss Eleanor Maps of Long Branch, N. J., at the bride's home.

Congratulations, Bob, and sincere best wishes to the bride.

—Associate Editor Beecher

After five years of smoking a corncob pipe in the New York Adding Machine Division, and producing a consistently good sales result, our William H. Hill, Jr., has been appointed to the post of Sales Supervisor.

This meets with the unanimous approval of everybody in the New York sales organization. We want to put in the record our best wishes for his success—with one reservation, however—that pipe!

—Associate Editor Peters

EASTERN

Baltimore

Miss Grace Phelan thrilled visitors at the Underwood Elliott Fisher booth during the 3rd Annual Manufacturers' Products Exhibit sponsored by the Purchasing Agents' Association of Baltimore. Her demonstrations of speed and rhythm were one of the outstanding features of the show and attracted many to our display.

Miss Phelan also gave several demonstrations during the day at many of our schools and colleges. Her demonstrations were both interesting and instructive. Teachers and Faculty were unanimous in their praise of Miss Phelan and her work. We were delighted with her visit.

—Associate Editor Starr

Charlotte

T. A. Bowdoin of our Columbia Sub-Office was successful in selling an Underwood Sunstrand Model 10120P. He was in competition on this sale.

When the competitor's salesman was informed that an Underwood Sundstrand had been purchased, he told the operator that when she became familiar with the Underwood Sundstrand that she would never go back to a multiple keyboard machine.

Our congratulations to Mr. Bowdoin and a bow to a gallant competitor.

Miss Gertrude Norman of the Harry P. Harding High School won the High School Typing Championship in the recently held City-Wide Typewriting Contest. Miss Norman's record was 62 net words per minute.

Our congratulations to the champion, who, naturally, used "The Machine of Champions."

Salesman Bowdoin is receiving congratulations for the excellent sale of 29 Underwood typewriters to the City Public Schools of Columbia, S. C.

This is a splendid order and in addition to our congratulations, we are also sending Mr. Bowdoin a new hat for the excellent sales record in the Columbia sub-office.

Our salesman, W. S. Kutz, sold the Chapel Hill (N. C.) High School 30 new Underwood Typewriters. This is a new Typing Department and no machines of other makes were puchased.

We feel that Salesman Kutz deserves a great deal of credit for obtaining this order against severe competition from three other salesmen selling competitive machines.

The Greenville S. C. High School increased its typing equipment to 18 machines—all Underwoods—when R. E. Lewis, Jr., sold this progressive school 10 new Underwood Master Typewriters.

Congratulations to Mr. Lewis!

Our congratulations to our salesman, C. P. Rowe, who was successful in selling twenty new Underwood typewriters to the Durham High School. Twenty machines of competitive make were traded in on this deal. Fine work!

Harold Montgomery of our Service Department, takes a great deal of pride in his ability as a Class A fisherman, and he can prove it with pictures!

We were very pleased to receive an order from our salesman, I. H. Brown, calling for twenty Underwood Typewriters to be delivered to a school. Mr. Brown reported that the school was trading in twenty competitive machines. Our congratulations go to Salesman Brown for this splendid order.

We feel that A. F. Dancey takes our advertising seriously. We have been telling customers and prospects that "Underwood offers a choice of three." Salesman Dancey sold the Charlotte Observer one Underwood Standard, one Underwood Master and one Underwood Noiseless. This appears to be just about the entire line.

P.S.—competitive machines were traded in on this deal.

R. C. King, salesman at Greensboro, sold the Mebane High School 10 Underwood Master Typewriters.

Salesman King was in competition with all makes of machines and we congratulate him for securing this splendid order.

Here is an expression of appreciation from Curtis P. Rowe at Durham, N. C.

Grace Phelan, world's amateur champion typist, visited the Durham territory recently and gave demonstrations in the city schools and several commercial colleges here. Her exceptional speed and charming personality created unusual interest. Many inquiries have resulted directly from her contacts here and in the surrounding towns of my territory.

I am deeply grateful to the New York office, to Eastern District Manager Benedict, and Charlotte Branch Manager McDowell, as well as to Miss Phelan for this creative and constructive piece of contact work. Her typing demonstrations have stimulated interest in a dramatic manner. I am and will continue to derive business benefits from her work.

The Charlotte Branch office had the pleasure of a visit from Miss Grace Phelan. While she was here, she visited many schools in our territory some of which had never before seen a demonstration of a champion typist's amazing technique.

Miss Phelan was recieved enthusiastically on every occasion. We fully believe that her presence in our territory and her excellent demonstrations to schools will result in many sales.

—Associate Editor McDowell

Philadelphia

C. E. Howe & Company, direct mail advertisers with offices in Philadelphia, recently distributed an unusual piece of advertising. It was in the form of a Howe Giant Letter blown up to 17″ x 22″. The letter told the advantages of capturing attention. On the reverse side, there was a practical demonstration of "tricks of the camera" explaining how typewritten copy can be fitted into a given space by proper enlargement or reduction.

The same copy enlarged or reduced in various proportions said: "To obtain sharp, clear reproduction of your typewritten copy let us retype it on our special carbon ribbon typewriter. This machine was built by the Underwood Elliott Fisher Company and is equipped with a carbon ribbon attachment. This device carries a roll of sensitized carbon paper about the width of a typewriter ribbon.

When copy is typed through this carbon ribbon it is much sharper than typing done through a fabric ribbon on an ordinary typewriter.

For the best results let HOWE retype your copy and Photo-Lith the the job . . . then you'll be sure of complete satisfaction!"

Our thanks to C. E. Howe & Company.

George Hossfield demonstrated Underwood speed, accuracy and durability to The Honorable Richard C. McMullen, Governor of the State of Delaware, who was the guest of honor at the Annual Teachers' Conference and Commercial Exhibit of Beacom College, Wilmington, Delaware, which was attended by more than 1,000 students and teachers from schools in Delaware, Maryland and Pennsylvania.

George, as usual, turned on the heat and was warmly congratulated by the Governor.

—Associate Editor Rawdon

Richmond, Va.

Again, hats off to Mrs. Shryer. The Suffolk Office Supply Company, which is owned by Mr. & Mrs. J. R. Shryer. sold six new Underwood Master typewriters to the Suffolk (Virginia) High School.

Suffolk: Mrs. J. R. Shryer is shown with six new Underwood Master typewriters just prior to delivery to the Suffolk High School.

We congratulate Mrs. Shryer on this fine sale of new Masters, to be used for instruction purposes.

—Associate Editor Knowles

I. C. Knowles

The entire UEF organization joins in congratulating I. C. Knowles, Manager of the Richmond Branch Office, who has completed 30 years with the Company. In commenting on Mr. Knowles' record, Eastern District Manager Benedict states, "This record of service is probably not equalled by any of our representatives. During these years, he has concientiously done his best to continually increase his sales of typewriters, accounting machines, adding machines and supplies."

It is interesting to note that during the 30 consecutive years Mr. Knowles has represented the organization in Richmond, the Branch Office has always been located on the same street, in three different locations.

In congratulating Mr. Knowles we express the hope that he will continue to represent the Underwood Elliott Fisher Organization in Richmond many more years.

Here is an interesting story for the readers of the UEF news.

H. O Goshorn, our representative at Norfolk, Virginia, called on the purchasing agent for one of our good customers. The purchasing agent stated that he was glad to see Mr. Goshorn because he had just received a letter so outstanding and attractive that he wanted to know on what make of machine it was written.

Mr. Goshorn informed the P. A. that the letter appeared to have been typed on a new Underwood, but that he thought the purchasing agent should write to the sender of the letter in order to get a positive answer.

The purchasing agent wrote to the sender of the letter and the following paragraph from his reply tells its own story:

"The letter you referred to was written on an Underwood Master Typewriter equipped with a medium DeLuxe ribbon. This machine was placed in my office by the local Underwood representative for a few day's demonstration."

—*Associate Editor Meyers*

Washington, D. C.

Congratulations were given to Henry Wenz, who has faithfully served our Company in the Service Department for 32 years, in the form of a surprise party by his co-workers.

After the speeches were completed, Mr. Wenz was given a small token to show the appreciation of his fellow workers. We hope Henry will be with us 32 years more.

We have in the Washington Branch Office a salesman who says little, but does much. We are referring to none other than Bert Longstreet of our Commercial Typewriter Division.

Bert recently made a sale of 78 Underwood Master typwriters to the Strayer Business College in Washington. Congratulations, Bert!

Fred Hyser, who was our Office Boy for a period of a little over a year, has been promoted to a clerical position in the Service Department.

Roland Richardson is filling the place vacated by Freddie.

Our former Service Foreman, H. F. Corl, has been appointed salesman in the Government Adding Machine Division—a position to which he has long aspired. "Reds" has many friends in all Departments of the Federal Government and in this Branch who congratulate him on his promotion.

S. K. Ressing, formerly combination serviceman and accounting machine salesman at Altoona, Pa., has been transferred to this branch as Foreman of the Service Department, succeeding Mr. Corl.

Sam Crump, one of the oldest and most experienced typewriter servicemen of this branch, has been promoted to the position of Assistant Foreman, having direct charge of the typewriter service work.

H. A. Nash has been transferred from a commercial territory to the Government Adding Machine Division. He is an experienced salesman whose success in selling adding machines can be traced directly to his ability to place trials and make effective demonstration.

Joseph A. Sawyer, for the past two years engaged in sales educational work, under Adding Machine Division Sales Manager Donovan, has been transferred to this branch as salesman in the Government Adding Machine Division, where he will have an opportunity to practice the art of selling. He has a splendid background of education and experience which should insure his success.

T. W. McGregor is our newest member of the Government Adding Machine Sales Division. Tommy comes to us from Memphis, Tenn., where he was formerly employed by the Home Owners' Loan Corporation as Chief of the Supply and Equipment Division. His enthusiasm for Underwood Sundstrand products is based on actual experience as purchasing agent and user. He is thoroughly acquainted with Government routine and should meet with immediate success in his new field.

C. P. McKernan, Special Representative of the Government Adding Machine Division, returned last month from a long trip through Central, Western and Southern Districts, during which he visited 22 branches. After a few weeks in Washington, he again left on a trip which will take him through five Districts. Mr. Kernan will spend two months in the Pacific District. We do not expect to see him again until the New Year, but we are confident that his long trip will be marked with the same success which attended his other journey.

Elliott Fisher Serviceman I. G. Hammer has been receiving congratulations on his twenty-first anniversary of service with the Company. Mr. Hammer joined the organization in Cincinnati and since 1917 has been connected with a number of different branches throughout the country before coming to Washington in 1932. He is one of the most expert and resourceful Elliott Fisher repairmen in the business, a consistent revenue producer for the Company and a personal friend of every Elliott Fisher user and operator.

After many weeks of planning for the picnic, we finally decided the weather was too uncertain to attempt to schedule it this year. Our picnic prize check was received in July but so many of the employees of the office were on annual vacations constantly from that time until Labor Day that we postponed the picnic so that all could attend. Then the weather interfered and it was finally decided by popular vote to make a cash distribution of our prize check. After making as even a distribution as possible. enough was left over to supply each young lady with a box of candy and cigars and cigarettes for the men. Every employee of the branch participated in this distribution and enjoyed the thrill of winning the close contest.

A recent Saturday morning sales meeting featured a demonstration of the complete portable typewriter line by Special Representative Johnny Glasgow. Every effort is being made by the entire sales force to increase portable sales and Johnny's talk and demonstration were enthusiastically received. *—Associate Editor Breen*

Detroit: Vic Wiskochil is shown with the 26 Underwood machines which he sold to four schools in his territory. Good work, Vic!

CENTRAL

Cleveland

With an all day ceremonial program, the new quarters of the Consolidated Office Equipment Company were opened recently at 1722 Euclid Avenue.

Displayed in the window of the store is a huge letter written on the *Giant* Underwood Typewriter. The letter, nine feet wide by fifteen feet long, congratulates M. P. Spiess for the Consolidated Company's expansion. It is signed by Clyde Jungbluth, Sales Manager of the Portable Typewriter Division. This unusual display is attracting a great deal of attention.

Columbus

Harold F. Davis, Elliott Fisher serviceman, recently was presented with a brand new Phleuger Supreme anti-back-lash reel as first prize for catching a large mouth bass this summer at Twin Lakes on the Scioto River.

Our congratulations to Harold, who says the fish weighed two pounds and twelve ounces and measured seventeen and one-half inches in length. Letting us in on the secret of his catch, he says that he used "River Runt" spook artificial bait, No. 9119N Heddon Line.

The post office received a letter addressed as follows: The Leading Typewriting Machine Store, Columbus. Ohio.

We bow to the post office personnel who promptly sent it to the Underwood Elliott Fisher Company.

The letter was from a person who was going to take an examination and needed a typewriter for one day's rental.

In this day of complaints, it is noteworthy that our Service Department is doing its usually fine job. Our aim is to please our customers and we quote part of a letter we received as evidence. Good work, Servicemen!

> "Your Mr. Culman called here this morning for the purpose of making some adjustments of a minor nature. I wish to thank you for taking care of the matter so kindly and promptly.
>
> At the same time I wish to express my appreciation of the extreme courtesy of your men. I am sure that it must be very gratifyinig to you to have such a corps of splendid help attending to the various wants of your customers."

Frank Elliott sold an Underwood Master Typewriter to the H. C. Godman Company in Columbus.

We received a letter from the customer saying: "The clerk in our office, who has used this old No. 5 Underwood machine for twenty-five years, desires to obtain it for her personal use. If you can arrange to permit her to purchase this worn-out machine for $5.00, we will appreciate your doing so."

Need we add more?

—Associate Editor Brumfield

Detroit

We nominate as our best salesmen for the month, Vic Wiskochil and C. A. Reinhart.

Vic Wiskochil, who is active in the northern Michigan territory, sold a total of 26 Underwood typewriters, consisting of 9 Master machines, 15 Noiseless machines and 2 Standard models.

C. A. Reinhart, located at the Kalamazoo sub-branch office, distributed his sales as follows: 26 Standard machines, 2 Noiseless machines and 1 Master model.

We congratulate these master salesmen and wish them continued success.

—Associate Editor Drost

From Flint, W. Dorr, Jr. informs us that the Baker Business University inaugurated its 28th Fall Term with more than three hundred students enrolled.

The school is under the able direction of President Eldon E. Baker. Courses are offered in the daytime and evening, with six courses in the day sessions and seven in the evening.

According to Mr. Dorr, a new course has been added to the curriculum. For the first time, instruction is offered in the operation of the UEF Accounting Machine.

Cincinnati

The National Retail Dry Goods Association Convention was held in the beautiful Hall of Mirrors at the Netherland Plaza Hotel in Cincinnati. More than two thousand people passed through the UEF Exhibit which was the first and last point of attraction because our space was strategically placed at the entrance and exit of the Convention.

This unique display was under the very able guidance of W. H. von Hatch of the General Office Accounting Machine Division, assisted by H. D. Brown and members of the Cincinati Sales Force including some very charming and efficient young ladies operating UEF equipment.

We of the Cincinnati, wish to express our sincere appreciation to Mr. von Hatch and to the Divisional Sales Managers, and the General Sales Manager of our Company for the very excellent manner in which our products were exhibited. We feel that much good will was created at this Convention.

The Cincinati chapter of the National Association of Cost Accountants hold a business show at each meeting. At a recent meeting,Underwood Elliott Fisher products were on display and competent demonstrators were present to explain and demonstrate "the machines and methods for every accounting and figuring need."

We were successful in demonstrating to practically every person attending the show. At one time, we were demonstrating machines to a total of 97 persons all over the exhibit. Of course, we realize that group demonstrations are not as effective as private demonstrations, but the situation had to be met and we discussed in detail those points brought up at the exhibit in the prospects office later.

In addition to the Underwood Accounting Machine operator and the Elliott Fisher operator, Mr. Brown handled the Sundstrand Accounting Machine; Branch Manager Zugelter, the Typewriters; Mr. Devereaux and Mr. Franks the Adding Machines. T. C. Wornell acted in the capacity of "official glad hander" and directed members of the Association to the particular machines they wished to see.

It is our opinion that this business show was very successful because it provided many prospects for Accounting Machines as well as other UEF products.

Pittsburgh

Grace Phelan, World's Amateur Typewriting Champion and a graduate of the Department of Commercial Education at Duquesne University, presented an interesting demonstration at the Fourth Annual Typewriting Contest sponsored by the Commedukes at Duquesne University.

A local newspaper, in writing an article concerning Miss Phelan, stated that her unique demonstration of skill on the typewriter had been presented in the schools of El Paso, Phoenix, San Diego, Los Angeles, Fresno, San Francisco, Sacramento, Portland, Seattle, Spokane, Butte, Boise, Salt Lake City and Denver.

Miss Phelan made an excellent impression and we feel that this is fine publicity for Miss Phelan and the Underwood typewriter.

—Associate Editor Webster

Louisville

The Louisville office had an exhibit at the National Association of Cost Accountants Business Show recently. The Business Show was a huge success. Those who visited our booth were potential prospects rather than curiosity seekers.

We had 26 demonstrations on the various models of UEF Accounting Machines, and, more than twice that many on our Typewriters and Adding Machines. Naturally, we secured many prospects from these demonstrations and considerable business will undoubtedly result.

Youngstown

George L. Hossfield, ten times world's champion typist, recently broadcast an interesting talk with demonstration over station WPIC at Sharon, Pennsylvania.

The broadcast went off very smoothly and we have received many favorable comments.

—Associate Editor Sechler

The UEF Exhibit at the National Retail Dry Goods Association Convention.

WESTERN

Green Bay

One of the most elaborate and extensive conventions ever held in Green Bay was the fall meeting of the Technical Association of the Pulp and Paper Industry. Delegates from all over the United States, Canada, Sweden. Norway, and Finland registered for the meeting and this huge task was accomplished on 12 Underwood Standard and Master typewriters. The comments on the New Master, made by the delegates and the stenographers, were highly complimentary. We are sure many a delegate carried back home a good story on the World's Most Beautiful Typewriter.

Furnishing of the latest reports on Brown County election by the Green Bay Press-Gazette was materially speeded up by the use of 6 Underwood Sundstrand Adding Machines which were loaned for the occasion by E. A. Bode. Our Branch Manager also gave the services of three expert operators and a mechanic and this crew worked most of the night to complete the tabulation and prepare numerous charts of the individual votes given candidates by precincts and in the County as a whole. These charts served as copies for the ones reproduced in the paper the day after Election day.

We congratulate H. J. Method for the sale of one Sundstrand Class C Accounting Machine to the Escanaba (Mich.) Paper Company.

Mr. Method learned that this concern was contemplating the purchase of a roll-list and hangar-list billing machine. He studied the problem and determined that the Sundstrand Class C Machine was the one best suited for their work and arranged for a demonstration.

A few days later, Mr. Method demonstrated the Class C machine against the demonstration of machines by 3 competitors and he stressed the application flexibility of the Sundstrand Machine as well as its touch operation, complete visibility and the many other features for which this machine is so well-known.

Salesman Method secured the order after competition had completed their demonstrations. The interesting angles of this sale are two. The operator was using a competitive, duplex-unlimited split, full-keyboard, high type blind machine. Upon completion of Mr. Method's demonstration, the operator expressed a preference for the Sundstrand.

This is the first sale of a Sundstrand Class C Machine in this territory on which roll and hangar-list billing is done. In addition, the machine is handling cost applications using our standard plan 17.02 accounting set-up. On billing, the Sundstrand has already increased production 33%. The accounting application is entirely new and working very satisfactorily.

—Associate Editor Doeren

Minneapolis

Our congratulations to George Olson, Fargo (N. D.) Sub-Branch Manager. George was successful in selling 25 Underwood typewriters to the Interstate Business College at Fargo. The accompanying photograph illustrates how Mr. Olson publicized the sale.

—Associate Editor Curtis

St. Paul

C. R. Challberg recently made a very interesting sale of one 8140-P Underwood Sundstrand adding machine to the Hove Food Market for use by their cashier.

This large Food Emporium is divided into several departments and each department renders separate sales slips to customers for presentation to the cashier for payment. The cashier when accepting payment and making change enters the amount received from the customer as a subtract item and the various department sales slips add to this credit figure and the machine total represents the amount of change due the customer. The adding machine slip is then presented to the various departments to indicate that the items have been paid for and the merchandise is released to the customer.

This application of the Underwood Sundstrand eliminates delay for the patron paying the bill and receiving change and provides the store with a means of guarding against a customer receiving merchandise that is not paid for.

This sale was made in the face of keen competition from other companies, but the rapid operation of the Underwood Sundstrand turned the trick.

Jack Millard, Elliott Fisher and Sundstrand Serviceman, recently earned a much deserved promotion in his appointment to Foreman of our service department. This change has already resulted in more efficient and profitable operation of this department.

A. Lawson Hitt has joined our service department as a combination Elliott Fisher and Sundstrand serviceman. Mr. Hitt was transferred from Rockford (Ill.) to St. Paul.

—Associate Editor Row

Omaha

Arthur H. Bass, who is a State Court reporter and one of the best in the country, is the Official Shorthand Reporter for Eleventh District—Depositions—State Notary at the Court House, Grand Island, Nebr., recently wrote to Omaha Branch Manager James as follows:

"Your local Underwood Agency which is managed by Mr. Orville Ruby, recently delivered to me one of the new Underwood Master typewriters. IT IS PERFECT!

For about seven years I have been a steady Underwood user personally, and this new machine has converted even the operators who do the bulk of my typing for me.

It has been my observation that the reporters generally have inadequate equipment —especially lax in keeping good typewriters —and I cannot find words adequate to describe the fine action, the perfect alignment, and the good carbon copies produced by this new Underwood. Very little service has been required on all of the Underwood machines I have owned.

Use one of the new Master Underwoods and you will own one!

Incidentally, the new Underwood Carbon Paper is comparable in price and quality. I am now using it exclusively."

Our thanks and a bow of appreciation to the discriminating and gracious Mr. Bass.

—*Associate Editor Dennis*

Kansas City

Here is a little quotation from our Service Foreman A. C. Smith at the Springfield (Mo.) Sub-Branch.

"A corporation may employ a hundred thousand men but the average person will usually form his opinion of it through his contact with one individual." Think it over.

D. Edward Conklin, Kansas City Branch Manager, has been named Chairman of the Sales Managers' Bureau newly established by the Chamber of Commerce. Congratulations Mr. Conklin.

The County Commissioners authorized the purchase of an Underwood Sundstrand 10120P for the use of the County Engineer's office.

Chicago

The accompanying pictures will give the reader some idea of the beauty and impressiveness of the Chicago Branch Office which is located in the Bankers Building, one of the most modern and best equipped buildings in the City of Chicago. UEF occupies over 20,000 square feet of space, and, except for storage space in the basement of the building, the operation of the branch requires the entire fourth floor of the building. In addition to the space occupied by the Chicago Branch, F. C. Snow, Western District Manager, has offices on the thirty-second floor of this building.

Visitors are always welcome. They are first taken through our Sales Department where we explain that we have groups of salesmen under proper and efficient management who specialize in the sale of supplies, adding machines, accounting machines and typewriters. Many customers who purchase our typewriters, for example, while being familiar with the fact that we sell Underwood Sundstrand Adding Machines, and probably use them, do not realize that the Department is so important that we maintain an Assistant Branch Manager and 25 salesmen in this territory.

Our visitors are then conducted to the clerical offices, file vault, and drafting room, then on to the Employment Department, Operator's School and Service Department, including the dispatch room which is devoted to the handling of customer's calls and the dispatching of outside servicemen. We have an exceptionally fine Service Department and we have on display actual daily reports of the previous few days, showing the promptness with which these calls are taken care of after their receipt from the customer, as well as the number of calls handled each day and the relatively small number not completed on the day received and carried over to the next.

Our guests are then taken to the stockroom and shipping room, the fine Sales Meeting Room, the Supply Department and the Display Room. The latter is the most beautiful room in the entire layout. Here are on display all of the machines manufactured and sold by our Organization.

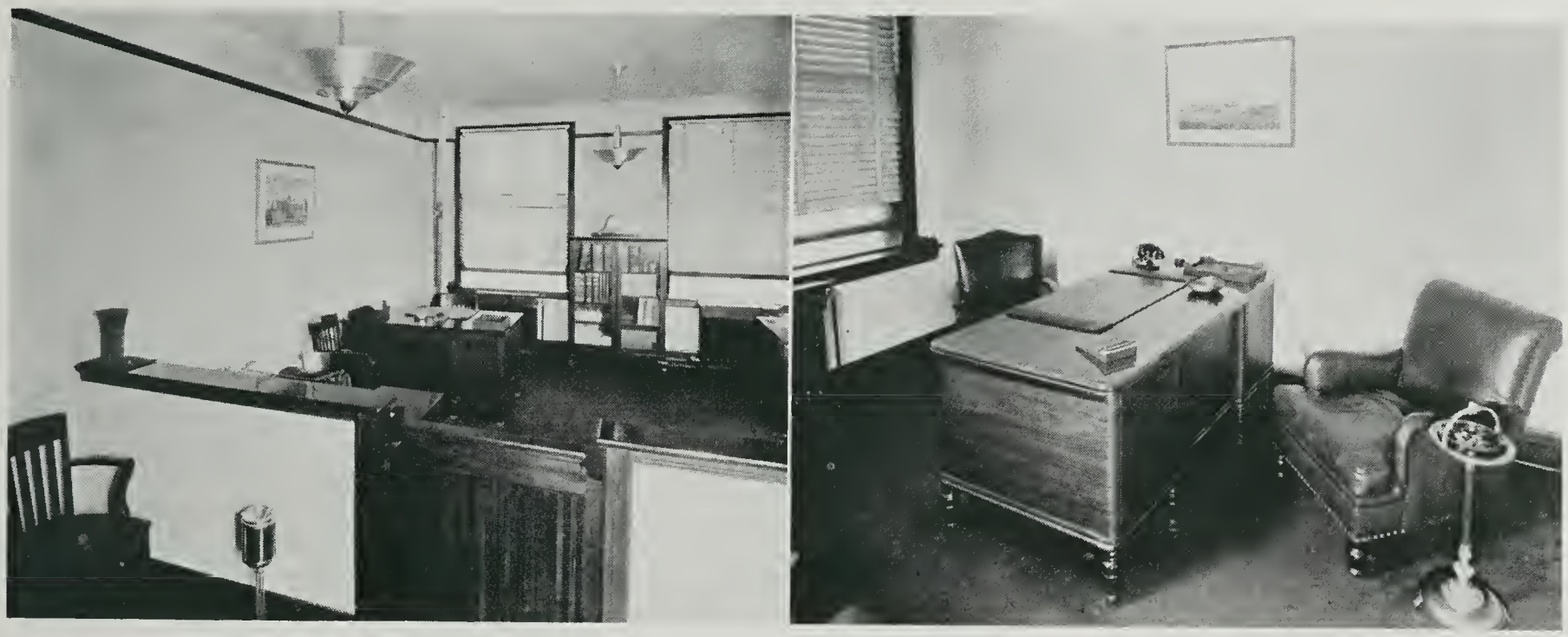
The next department to be visited is the Supply Department upon which particular stress is laid. This Department, with the cooperation of the Building Management, has been made one of the most complete and attractive parts of our offices. We like to impress our visitors with the fact that when they think of supplies they cannot afford to overlook Underwood Elliott Fisher supplies, especially from the angle of the completeness of the line.

The entire Chicago organization still likes to look back and reminisce about the events attending the opening of the new offices in May of this year. All of the 165 other tenents of the Bankers Building had received invitations to visit the UEF quarters and all of them took advantage of the opportunity. On the second day of opening celebration, the members of the Sales Department acted as hosts to all employees of all other Departments and their families. This was truly a gala occasion with formality dispensed and everyone becoming acquainted with everybody else. On the third day, which was "Customer's Day," Mr. Snow and his aides welcomed the biggest crowd of all. From noon until five o'clock, more than 1,000 visitors and well-wishers crowded the large quarters. Approximately 500 guests were served a Buffet Luncheon.

Among the guests were a number of members of the Chicago Typewriter Dealers Association headed by President E. A. Hug.

Incidentally, the Chicago Branch Office has a "silent partner" on the sales force as a very valuable salesman who operates without salary or commission. He is James E. Preston, who rented us the space in the building. His office is located on the 12th floor, but we have learned that he is constantly boosting Underwood Elliott Fisher and its products.

Every person in the Chicago office is constantly trying to impress on customer and prospect alike that Underwood Elliott Fisher, its personnel, its products, and the service behind the products, must always be of the highest quality and worthy of the leading organization in the office equipment industry.



The Western District Manager's Offices. Left: The Outer Office. Right: Mr. Snow's Private Office.

Speeding Business IN CHICAGO

1. A group meeting in Branch Manager H. T. McBrien's office (L to R) R. L. Schramm, E. A. Heberg, F. G. Schuelke, Mr. McBrien, F. C. Snow, Western District Manager; H. H. Hynes, N. J. Van Dyne.
2. The training school maintained by UEF for the purpose of making available competent operators of its machines.
3. The display room in which is shown every machine manufactured by UEF. . . products which speed the world's business.
4. The sales department allotted to the salesmen assigned to the Chicago territory.
5. The service department where a corps of expert workmen, equipped with the most modern tools and working material, are employed by the company.

CHICAGO: UEF exhibit at the National Association of Public School Officials Convention.

To celebrate his 25th Anniversary of his association with the Organization, A. J. Sieben of Joliet ran a large advertisement in the local newspaper to tell the World of his twenty-five

year record. For an illustration in the advertisement, Mr. Sieben posed with an Underwood No. 5 Standard Typewriter and a new Underwood Master Typewriter. The No. 5 machine, which had served for twenty-five years, was traded in by the original purchaser for a new Underwood Master Model.

In his advertisement, Mr. Sieben invited interested persons to come to test the splendid working condition and alignment of the twenty-five year old typewriter.

Our congratulations to Mr. Sieben.

—Associate Editor Van Dyne

St. Louis

A busy man is E. W. LaTourette our Branch Manager. He has made many speeches in recent months, and, we feel that this is excellent publicity for the Company because Mr. LaTourette makes it a point to promote UEF and its products wherever he happens to be.

The Service letter of the Mississippi Valley Trust Company carried an article about a talk given by our Branch Manager:

"Enthusiasm is the basis for accomplishment in the business world today," according to Emmett LaTourette, manager of the St. Louis office of our friends the Underwood Elliott Fisher Company who addressed a meeting of our Business Development Department. Enthusiasm for your work, enthusiasm for your customers, enthusiasm for your prospects, and enthusiasm for living, were emphasized as stepping stones to success.

Enthusiasm for Mr. La Tourette and his speech marked the meeting.

An all star program featuring an all star cast was the seventh annual Central Mississippi Valley Foreign Trade Conference which was held under the auspices of the Foreign Trade Bureau of the St. Louis Chamber of Commerce. E. W. LaTourette delivered a talk on Mexico. He spent several years there and he is familiar with conditions, trade opportunities, etc. in that country. He has been in both the export and import phase of the business and is particularly well qualified to speak upon present conditions in Mexico.

"E. W." was the discussion leader at a meeting of the Sales Managers Bureau of the St. Louis Chamber of Commerce. Said the announcement—Mr. LaTourette has a splendid background of experience on sales and sales management. He is particularly qualified to discuss the subject: "Are Territories the Right Size?"

The secretary of the Newton (Iowa) Chamber of Commerce wrote "The address of your St. Louis Branch Manager was one of the best I have ever heard. We would like to have him visit Newton some time in the very near future and give the same talk to our Chamber of Commerce membership."

The Company had an interesting exhibit at the National Association of Purchasing Agents Inform-A-Show in St. Louis.

We, of the St. Louis organization, had the pleasure of greeting and meeting purchasing agents from the four corners of the globe. Branch Manager La Tourette saw to it that the necessary pep and zip was added to our exhibit by having Miss Alberta King, City Champion of St. Louis, who wrote at the rate of approximately 100 words per minute in 15 minute tests, and Miss Betty Taylor of Effingham, Ill., who won the Illinois State Typing Championship writing at the rate of 82.5 words per minute in 15 minute tests, demonstrate our Master typewriter with real efficiency.

The Underwood Sundstrand was demonstrated by Miss Helen Kickham, who set the World's Juvenile record at the State Teacher's Convention listing at the rate of 1106 items in 15 minute tests. She did a fine job for us as did Miss Taylor and Miss King.

Recently the St. Louis Organization had the pleasure of a visit from Leo T. Osmon, Sales Educational Division Manager. Mr. Osmon addressed members of the Sales Managers' Bureau of the St. Louis Chamber of Commerce. His subject was "Sales Education." Come again, Mr. Osmon.

—Associate Editor Staehle

Congratulations to Mr. Elson and "The Champs."

Peoria

In a recent demonstration of the Master Typewriter to a high school in our territory, the Commercial Teacher had her best typing student write a ten minute test on the Underwood Master. She was able to produce more words than she had ever written on any previous ten minute test in her life.

In view of the fact that this was the first time the student had ever seen the Master, quite a bit of enthusiasm was generated in this school. No doubt it will result in increasing our representation in this school this coming semester.

W. E. McCartney, a recent addition to our Adding Machine Sales Staff, has already started ringing the bell. With the large number of trials that he has out in the territory, we know we will see many more sales opposite his name.

We recently had the privilege of a visit from W. J. Wendt of the Supply Division. We are beginning to get the results of the logical information imparted by Mr. Wendt.

Underwood again won all first places in the Illinois State Commercial Contest — State Finals — High School Typing events.

In the first event, the Novice Typing Contest, with eighty-three entries, Hinsdale Township High School, Page County, Hinsdale, Illinois, was the winner for Class A Teams. In the Class B event, the winner was the Effingham High School, Effingham, Ill.

In the amateur and open event for advanced students, with 78 contestants, first place was won by Chenoa Community High School, McLean County, Bloomington, Illinois. The accompanying photograph shows this team as well as their typing instructor. (Reading from left to right: Mr. Ray Elson, Typing Instructor, Miss Adele Kaplan, Miss Jeanette Foster, Miss Lucille Lahn.)

Miss Adele Kaplan's net score was 77.9 with total strokes of 6749. Miss Jeanette Foster, second place winner in the three Minute Open Event, had a net score of 85.3, and also second place winner in the Fifteen Minute Advanced Individual Event had a net score of 80. Miss Foster's total strokes in this latter event was 7300. Miss Lucille Lahn's net score was 68.9, with total strokes of 5963.

The Amateur Individual Championship was won by Miss Betty Taylor, Effingham High School, Effingham, Illinois, 2nd place by Miss Jeanette Foster, Chenoa Community High School, Chenoa, Illinois.

Des Moines

The Des Moines Register and Tribune sponsored their fourth annual modern business equipment show at Hotel Fort where we demonstrated our full line of typwriters, adding machines and accounting machines.

The highlight of the show was a ten minute speed typing contest for the State championship, in which there were three events; one for business college students, one for high school students and one for employed stenographers.

The first place in the employed stenographer class was won by Miss Marion Lybert on an Underwood at the rate of 84 words per minute. The first place in the high school students class was won by Miss Mabel Swanson of East High School, Des Moines, with a score of 54.

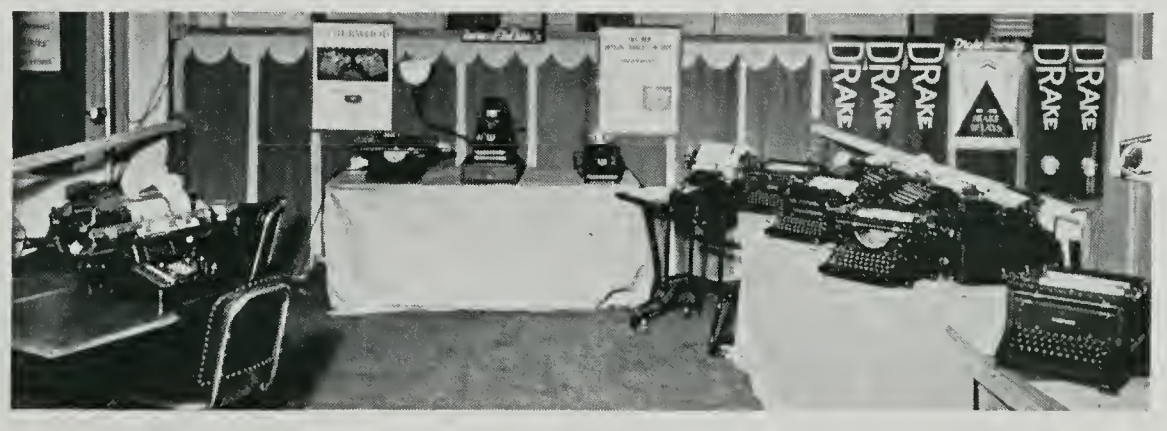
There were 55 entered in all classes. Cups were awarded to the winners.

Our hats are off to A. L. Abram who was successful in selling eighteen new Underwood Master Typewriters to the Iowa School for the Blind at Vinton, Iowa.

Although all features were taken into consideration, the decision was made in favor of the Underwood Master because of the machine's fully enclosed back which prevented the blind students from getting their hands and fingers caught in the machine.

Our congratulations to Salesman Abrams.

—Associate Editor Haverton



DES MOINES: Our attractive booth at the Des Moines Business Show.

PACIFIC

Butte

The Star Printing Company, UEF Sales Agent for Underwood typewriters and Underwood Sundstrand adding machines at Miles City, had an interesting booth at the recent Montana Fair. This was a three day Fair and a young lady was in attendance at the booth at all times. It is reported that fully 25,000 people passed our booth and we were able to personally demonstrate the Underwood to many of them and they were presented with Underwood advertising literature. We are glad to report that we are able to trace many sales directly to this method of advertising. In all respects we feel that this effort on our part was fully repaid in the popularity that Underwood enjoys in eastern Montana.

—Associate Editor Bentley

El Paso

A bow to Max Shaver and his success in selling an Elliott Fisher Double Crossfooter, 16″ Accounting Machine, to the Gunning Castell Drug Company of El Paso. Mr. Shaver was successful in having the old machine placed on accounts payable thus putting the new machine into the heavier work, which is accounts receivable. The old machine can be used as a supplementary machine for all work.

Wray H. Nelson has become a member of the El Paso Branch selling organization by transferring from the Denver Branch to El Paso as Typewriter and Adding Machine City Salesman. Mr. Nelson, after a month of deliberation, says he likes his territory and associations with us, and the feeling is entirely mutual. Go get 'em Nelson!

Frank A. Saner has returned to the Underwood fold and says he is very glad to be back home. We are very pleased to have him back with us, with the knowledge that selling competitive machines makes one "lonesome" for UEF benefits.

El Paso Office Equipment Association were guests of Branch Manager Shaver at a luncheon in the Branch Office. A temporary banquet table and bar was erected in the Service Department, by using Master Underwood boxes, upon which was spread a dutch lunch with all the trimmings, including some of Mr. Schlitz' famous beer drawn from the keg, service boys dressed in full bar 'tending uniform doing the serving. After the regular association meeting a demonstration of the Underwood line of equipment was made.

The District Clerk, 88th Judicial District, Midland, Texas, purchased three Underwood Master Typewriters with 14″ carriage. This sale was secured by Salesman Dishart upon delivery of a 12″ Underwood Master. Upon seeing and using the new Master model, the customer signed a sales contract for three 14″ Underwood Masters, although it was explained that this model was not in production at the time and that neither delivery date nor price could be given. We are glad to report that these machines sold themselves in competition with another make.

We know that the Master with the 14″ carriage will substantially increase our sales during the balance of the year.

Seattle

The E. W. Hall Co., is having difficulties with its correspondence because it received a letter 9 feet wide and 12½ feet high and had to virtually hang it from the ceiling. The letter, addressed to L. H. Grunden, president of the E. W. Hall Co., was written on the largest Underwood Typewriter in the world. It is on display now in the store's showroom.

The huge machine weighs 14 tons and cost $100,000 to build. It is on exhibit in Atlantic City.

Los Angeles

The Pacific Coast Regional Controllers' Congress recently held in Los Angeles, was a huge success. Our exhibit attracted a great deal of interest. We are grateful to the J. W. Robinson Company and Bullock's Wilshire who cooperated with us very splendidly by letting us have some of their regular operators from 4 P.M. to 6 P.M. each day.

Announcement was made to the delegates, and a special invitation card was printed and distributed, inviting delegates and friends of the Controllers' Congress to witness the special demonstration of posting to accounts receivable legers and statements, accounts payable, check writing and sales analysis.

Consequently, we had a very large attendance every day from four to six, and, we heard various comments to the effect that "UEF had stolen the show," particularly through the sales audit demonstration.

—Associate Editor Johnson

LOS ANGELES: Our exhibit at the Pacific Coast Regional Controllers' Congress.

Spokane

We congratulate Aaron Keil who sold the City Water Department, of Spokane, one Sundstrand Class "D" Accounting Machine with 18" front feed carriage.

We are proud of this sale due to the fact that our competitors tried to apply their machines to the forms used on the first machine we sold to the City last year. However, the Water Department felt that due to the excellent performance of their first machine that they should not change equipment and indicated their satisfaction by giving us this additional order.

The automatic features of the Sundstrand plus visibility, simplicity of keyboard and application flexibility were the deciding factors in this sale.

The State of Washington requires that two separate funds be kept by all public utilities; one fund covers Labor and Material (charges for new meters, installation, taps and repairs to same) and, the other fund covers charges for water service. Labor and material charges are posted separately to the Ledger Card. When billing customer, the water charge is billed, and, charges for labor and material both appear and are computed *on the bill*, but water charges *only* are posted to the Ledger (as mentioned above labor and material charges have previously been posted to the Ledger.) We were able to accomplish this due to the flexibility and automatic operation of registers and cross-footers on the Sundstrand Class "D".

Mr. A. Lindsey, Superintendent of the Spokane Water Department, without ever having seen the machine before, was able to make their most complicated posting the first time he sat at the machine thus proving Underwood Sundstrand's simplicity of operation. This was the only demonstration made with Mr. Lindsey stating that if he could run this machine it went without saying that anyone in his Department could do likewise and that especially trained operators were not necessary. Therefore, when it was found that it was necessary to install another machine on similar work the Underwood Sundstrand was immediately selected to the exclusion of all other makes.

Congratulations to Salesman Keil and our appreciation to Superintendent Lindsey.

To Carl E. Brynildson goes the credit of selling 18 Underwood Noiseless typewriters equipped with Uncial Numerals to the Farm Credit Administration in Spokane.

Some time ago, a request was made to make a comparative demonstration of the Underwood Noiseless. Six department heads attended the demonstration where more than twenty points of superiority were pointed out for the Underwood. As a result, we received an order for 18 new Underwood Noiseless typewriters. These machines are used for all general office work as well as for stencil cutting.

The fine workmanship, engineering and mechanical features of the Underwood Noiseless left no doubt in the minds of the Department Heads of the superiority of the Underwood Noiseless. Congratulations, Carl.

Congratulations to Aaron Keil, our beaming and enterprising Accounting Machines Salesman, who received an order for a new Bank Posting machine—Underwood Sundstrand 18" Front Feed—trading out a machine of competitive make. The order was received on the first call after demonstration was made with the competitor's salesman on the job. This is the first of many Bank Posters Aaron hopes to place in this territory and to the best of our knowledge it is the first in the Northwest. The sale was made to The First State Bank at Thompson Falls, Montana.

Austin J. Salisbury, of the T. M. Fisher, Jr. Sales Agency, at Boise, secured an order covering 8 Underwood Sundstrand 8120 models and 1 8140-P model to the County of Cassia, Burley, Idaho.

Mr. Salisbury secured the sale under very difficult conditions against tough competition with every known company offering something special. It was through Mr. Salisbury's persistence and good salesmanship that we won this order.

Our congratulations to Austin Salisbury.

The sale of twenty Underwood Standard Typewriters by Harold E. Edmunds to the Potlatch High School at Potlatch, Idaho, is indeed worthy of mention. This order was secured after numerous calls at the high school with our salesman, Ernest A. Murphy, pointing out the advantages of a Typing Department.

Later, when Harold took over the territory, he continued the good work which finally resulted in the sale.

In our opinion the sale is of particular interest due to the fact that the Potlatch School is not a Public School but a company-owned town and school. Naturally we are delighted that the Underwood was chosen to the exclusion of all other makes and that this action was taken because of the fine results and satisfactory service given by our representatives.

—Associate Editor Brynildson

San Francisco

In paying tribute to some of San Jose's businessmen, we should be remiss in our duty were we to fail to include the name of E. W. Roberts, president of the Roberts Typewriter Company located at 72 East San Fernando street in San Jose, who features the Underwood Typewriters and Underwood Sundstrand Adding Machines.

SAN FRANCISCO: UEF Booth at the San Francisco Business Show of Progress. Branch Manager Fink reports that the show was a big success.

Mr. Roberts has a wide acquaintance, his many friends admire and respect in him those virtues which inspire confidence and promote good feeling. His upright business methods are a credit to his high sense of honor. There is always a place in any city for men of his type.

We congratulate Mr. Roberts on a splendid reputation and trust he shall continue for many years to serve us.

COLUMBIA, TENN.: Underwood Typewriters in use at the Columbia Business College.

Portland

We nominate as a sale of interest the fifteen Champion Portable Typewriters sold to the PWA by Richard J. Mather.

In face of all competition, bids, service arguments, etc., Dick Mather stuck with the prospect until the decision was in favor of the Underwood Champion Portable. We feel that in these days of hard competition that this is indeed a deal worthy of comment.

We congratulate Salesman Mather also for his excellent performance in selling the Shell Oil Company on the idea of giving our Service Department a blanket contract covering their entire typewriter equipment of 26 machines. A nice day's work, Dick.

It is with a great deal of pleasure that we welcome into the UEF Family the Shaw Stationery Company of Klamath Falls. This new dealer will be carrying the banner on the "firing line" in Klamath and Lake Counties in southern Oregon handling the entire UEF line. C. Shaw, proprietor, with the co-operation of their Mr. Snyder, have built a flourishing business since its establishment over twelve years ago. C. C. Bailey, our former Klamath Falls Sales Agent, will handle the sales and service for the new dealer in his efficient manner. We look forward to a great success for this new member of the family.

—Associate Editor Steuer

SOUTHERN

Houston

When Underwood typewriters can give a bevy of pretty girls stiff competition, we think that is news.

Recently the 49th Annual Convention of the National Life Underwriters met in Houston, and the local arrangements committee selected thirteen of the most attractive looking girls they could get to handle the registrations; we supplied thirteen brand new Underwood Master typewriters for these girls. In notifying us that they were through with the machines, one of our local friends reported that he had heard one serious complaint about the machines.

One girl had exclaimed: "What's the matter with me? Everybody that comes in says, 'What a beautiful battery of typewriters!' Nobody notices me at all."

From another friend we understand that the comment about the beauty of the thirteen Master Underwoods and their operators became almost a part of the formalities in registering the 1570-odd delegates.

Sam Hayes

Nashville

We all wish to congratulate S. M. Hayes on his promotion to Branch Manager at Nashville. Mr. Hayes has been with this organization for over 25 years, and through those years he has worked faithfully and loyally.

He was first employed at Nashville as a delivery boy and later was made Service foreman at the Knoxville Sub-branch. After nine years of experience in the Service Department, he became a Typewriter Salesman in the Nashville Branch, covering both the country and city territories.

He has made many friends in the Nashville territory, all of whom are glad to know of his promotion.

Recently a new business college was opened in Columbia, Tennessee. Rumors of this new school were floating around in the pure, clear air of Maury County for some time before there was any definite information. It finally developed that the gentleman who was to head this new business college had left town to get away from all the salesmen and to enjoy a little rest.

While competition was literally camping on the doorstep of the new institution awaiting the return of Mr. J. E. Cole, the man with the power to authorize purchase of equipment, our energetic salesman, Al Hedges, located his whereabouts and gave his old Ford a workout to the tune of about 375 miles and came home with the bacon—an order for eleven Masters, one Noiseless and one Underwood Sundstrand 8142-P model. Al says he has driven that far before on a hunting trip but this time he bagged the entire covey.

Congratulations, Al.

—Associate Editor Pittman

Dallas

The accompanying picture shows a portion of our machines delivered to Brantley Draugon's Business College at Ft. Worth. This is a portion of the 84 Underwood typewriters purchased by this school. In the picture, from the usual left to right, are Barney Long, service foreman of Ft. Worth, H. G. Boetler, V. O. Swafford. R. J. Fenn, F. H. Head, Ft. Worth Sub-branch Manager, A. S. Bradley. and H. Clay.

Just a line about a little bit of salesmanship by V. O. Swafford of our Ft. Worth Sub-branch. Mr. Swafford put under maintenance fifty Underwood Typewriters belonging to the Miller Mutual Fire Insurance Company of Ft. Worth. This was accomplished only by a fine bit of real "salesmanship" on his part. Good Work. Voil!

The Dallas office enjoyed a hog steak fry given by George Frymire. our Branch Manager at White Rock Lake. We had 35 lbs. of steak, 30 lbs. of potato salad, 15 cans of pork and beans, and all the trimmings including coffee and doughnuts. We had 75 persons present including all the members of the UEF gang at Dallas and Ft. Worth, together with their wives and children. Before it was over, even the most bashful were making speeches from the stone tables and harmonizing "Sweet Adeline."

—Associate Editor Urie

Atlanta

What is believed to be the largest letter ever received in Rome is on display in the hall of Rome lodge No. 694 of the B. P. O. Elks. The letter measures approximately 9½ feet by 12½ feet and was written on the largest typewriter in the world, Capt. J. Henry Stewart, secretary explained.

The letter was written on the world's biggest typewriter, through the courtesy of the Underwood Elliott Fisher Company. The machine weighs 14 tons, required three years to build and cost $100,000. It is 21 feet wide and stands 18 feet high.

The demonstration and display of the new UEF products at the Hotel Savannah, was most successful, according to Fred A. Jones, local sales agent. Shown during the demonstration were the latest Underwood typewriters, Underwood Sundstrand Adding machines and the latest Underwood Elliott Fisher Accounting Machines. A large gathering of local business people attended the demonstration and witnessed the performance of the new model machines.

Memphis

D. A. Sparks assumed the position of Memphis Branch Manager after so capably serving the Company as Manager of the Sub-Branch Office in Tampa, Florida. Mr. Sparks was introduced by District Manager Hagan, and the remarks that followed assured us that our new Manager was deserving of his promotion. We welcome Mr. Sparks and his family to the Memphis Branch and pledge to him our full cooperation at all times.

D. A. Sparks

In Many A Moon does the caption so appropriately read over a recount of the few instances in which the Memphis Branch has contributed to the UEF NEWS. However, it is our chief desire to amend for this scarcity of comment and give to our readers the news and happenings in and around the Memphis Branch.

Come On You Fellows over in Little Rock. Fort Smith, El Dorado. Texarkana and Jackson, we are looking forward to your newsy contributions to the UEF NEWS next month. Remember, if we are to keep our column going every month, we will need your help.

—Associate Editor Boggan

Left: Our booth at the Life Office Management Association Convention, in Montreal, was installed by M. A. Tirabassi and members of the UEF Canadian Organization.

Ye Editor thanks the Associate Editors for their splendid cooperation and wishes them — and each and every reader of the UEF News — an old-fashioned MERRY CHRISTMAS.

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